

Appin No. 10/760264  
Amdt. Dated: December 28, 2006  
Response to Office Action of October 26, 2006

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### REMARKS/ARGUMENTS

Applicant thanks Examiner for the detailed Office Action dated October 26, 2006. In response to the issues raised, the Applicant offers the following submissions and amendments.

#### Amendments

Claims 1, 2 and 4 have been amended to highlight that the electrical connections between the printer and the cartridge are aligned with the longitudinal extent of the cartridge. This configuration is best seen in Figure 6.

Accordingly, the amendments do not add any new matter.

#### 35 U.S.C. §102 - Claims 1 to 4

Claims 1 to 4 stand rejected for lack of novelty in light of US 6,557,976 to McElfresh. The Applicant disagrees.

The McElfresh printhead clearly has its power and data contacts located on its sides rather than its ends. At col. 5, ll. 48-51, the electrical contacts 68 are described as being disposed on the 'side' of the carrier. Furthermore, the stepped surfaces extending between the sides are described as ends of the printhead assembly at col. 4, ll. 52-53. The stepped configuration allows multiple printhead assemblies to be placed end-to-end. This effectively precludes the data and power contacts from being disposed on the ends of the McElfresh printhead.

By positioning the electrical contacts at an end of the pagewidth printhead, the force needed to maintain the electrical connection is directed down the longitudinal axis of the printhead. Placing the contacts on the side of the printhead would direct the contact force laterally and tend to bow and deflect the printhead. The structural rigidity needed to keep deflection to an acceptable minimum requires the printhead to have a certain thickness and or the use of stiffer materials. This adds to the overall size and cost of the printer.

In light of the above, the cited reference does not disclose a printhead with all the elements of amended claims 1 or 4. Therefore, McElfresh fails to anticipate the invention defined by any of claims 1 to 4.

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**Conclusion**

It is respectfully submitted that the Examiner's rejection has been successfully traversed and the application is now in condition for allowance. Accordingly, favorable reconsideration of the application is courteously solicited.

Very respectfully,

Applicant/s:



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